

## Success Story

### The Saudi Telecommunication Company - (STC)

STC is a giant telecommunications company operating in the Kingdom of Saudi Arabia in terms of its capital and number of personnel (around 30,000 employees), and its operations.

Talal Abu Ghazala Group is a well-known company that is involved in consultancy and training business in the Arab World, with more than 50 branches around the world.

The Riyadh Office of Talal Abu Ghazala Group decided to join the training business in the Kingdom following the Kingdom's decision to allocate a huge budget for training and rehabilitation of human competences in the next decade. STC has, then, been chosen as one of the most important targeted bodies due to the size of its training program; meanwhile, Project Management courses were chosen as an access tool to break through into STC because of the high demand on such courses.

Among the most important conditions of the assessment and selection committee was the conformity of the trainer's Curriculum Vitae with the committee's criteria and standards. Riyadh Office provided several CVs, but all of them were turned down. Yet, when I was addressed by the Office and an agreement was accorded in respect of honoring my CV, the Group obtained the immediate approval by the committee.

Based on that, the Committee assigned Riyadh Office to conduct a trial PMP course, provided that the Committee undertakes the trainer's assessment twice: at the end of the first day and upon conclusion of the course.

End-of-the-first-day assessment resulted in a decision to assign the Office to conduct two consecutive courses right after the end of the first course. End-of-course assessment, however, resulted in accrediting Riyadh Office, by STC, as a main provider of project management courses.

After this extraordinary success and introducing Riyadh Office into the Project Management line winning STC's accreditation, STC, however, awarded two courses to certain renowned names in the PMP field in the Saudi Market, but the result was totally unsatisfactory compared to my performance (You may ask the concerned persons about the names in question). I was personally notified about the STC's desire to deal with me on solo basis via Riyadh Office to implement Project Management courses.

Noteworthy, at the end of the first course one of the trainees talked on behalf of the attendees (20 trainees in the first course) and proclaimed the following excerpts:

- "For the first time personally make sure to wake up early morning and arrive before the beginning of the session in order to not lose one minute of the lecture".
- "It is the first time that we find an instructor who provides us with real expertise, knowledge and science without deceit or dissimulation by the usual resorting to acting and time-wasting trough narrating stories and heroism."
- "You are the greatest and the finest instructor we have ever known."
- "We are proud to have been amongst your students."

### The First Course 19/4/2008



### The Second Course 26/4/2008



### The Third Course 3/5/2008



قوة الخبرة الحقيقية  
The Power of Real Expertise